

# Winston SELECT



## Winston Select Direct Account Fact Sheet

### SELECT Smooth From Winston

- Product blend modified for an even smoother smoke designed to appeal to Marlboro smokers.
- Very distinctive and different taste than Winston.
- Contemporary new packaging which positions the brand as a true flanker while maintaining the quality and heritage of the Winston brand name.
- All packaging will be sniped with Buy One Get One Free/Buy Five Get Five Free offer, and supported with point-of-sale materials.

### Introductory Allowance/Timing/Allocations

- First available delivery to Directs will be June 28.
- \$6 per allocated 12M case on full allocation (20¢ per carton based on 30 carton 12M case cost).
- Allowances will be paid via credit memo.
- Allocations established to provide fair and equitable availability.

### Product UPC's/Dimensions

	UPC	Length (in)	Width (in)	Height (in)	Cube (ft <sup>3</sup> )	Weight
<b>KIR1</b>						
Pack	12300/0999	2.0625	0.8438	0.4750		
Carton	12300/0973	10.6250	1.7375	5.1575		31.6702
Case (12M)	12300/0973	17.6250	1.0625	4.0625	2.44	39.515
<b>KIR2 Box</b>						
Pack	12300/1099	2.2047	0.9055	0.4055		
Carton	12300/1043	11.1250	1.8750	5.1575		10.1307
Case (12M)	12300/1078	17.6250	1.1875	2.2750	2.689	29.013

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# Winston SELECT LIGHTS

## New Winston Select Lights Direct Account Fact Sheet

### A New Smooth From Winston

- A new smooth Lights product designed to appeal to Marlboro Lights smokers.
- Very different taste than WINSTON Lights.
- Contemporary, new packaging and white filter tips signal smokers this product is lighter and smoother, yet has all the quality expected with the WINSTON name.
- Available in Light Kings Soft Pack and Light Kings Box (Light 100's Soft Pack and Slims Light 100's Box styles are available in selected areas).
- Will be launched with extensive Buy One Get One/Buy Five Get Five "Challenge to Marlboro Lights Smokers" advertising.

### Introductory Allowance/Timing/Allocations

- First available delivery to Directs will be July 12.
- \$24 per allocated 12M case on *Initial Allocation* (48¢ per standard full cost 12M).
- 14 additional day terms on *Initial Allocation*.
- \$6 per allocated 12M case on sustaining allocation (20¢ per carton based on 30 carton 12M case cost).
- Allowances will be paid via credit memo.
- Sustaining allocations established to provide fair and equitable availability.

### Product UPC's/Dimensions

	UPC	Length (in)	Width (in)	Height (in)	Cases (in)	Weight (lb)
<b>Light Kings Soft Pack</b>						
12M	12800 20889	20.525	0.843	4.176		
6M	12800 20889	10.2625	0.843	4.176		39.70
Case (12M)	12800 20889	10.2625	0.843	4.176	20.88	39.70
<b>Light Kings Box</b>						
12M	12800 20889	20.525	0.843	4.176		
6M	12800 20889	10.2625	0.843	4.176		39.70
Case (12M)	12800 20889	10.2625	0.843	4.176	20.88	39.70
<b>Light Kings Soft Pack</b>						
12M	12800 20889	20.525	0.843	4.176		
6M	12800 20889	10.2625	0.843	4.176		39.70
Case (12M)	12800 20889	10.2625	0.843	4.176	20.88	39.70
<b>Light Kings Box</b>						
12M	12800 20889	20.525	0.843	4.176		
6M	12800 20889	10.2625	0.843	4.176		39.70
Case (12M)	12800 20889	10.2625	0.843	4.176	20.88	39.70

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